



# Main Street Monday!

Oct. 6, 2014  
4 pages

## Happenings Around the State



### 'Tis the Season for Festivals

It's festival season and our Main Street communities have a lot going on! From BBQ and chili cook-offs to bike rides, cemetery tours, art walks, antique cars and flea markets, our downtowns have all the food, entertainment and things you need!

## LaGRANGE



## TooT Your Horn!



We enjoyed seeing recent visitors to Frankfort, Jody Robinson, director in Bellevue and Barry Baker, also Emily Ammerman and Bonnie Skinner from Cynthiana!



**October 10<sup>th</sup> & 11<sup>th</sup>**  
October 10-11, 2014

**LaGrange Railroad & Bluegrass Festival**

Bluegrass Concerts  
Bluegrass Workshops  
Cowboy Gun Fight  
Train Swap Meet  
Bluegrass Jams  
Farmer's Market  
Kiddie Train Rides  
Vendors & Food

Friday 6pm - 9pm  
Saturday 9am - 6pm

Discover LaGrange.org / RailroadFestival

## CADIZ

**38<sup>TH</sup> ANNUAL 2014 TRIGG COUNTY COUNTRY HAM FESTIVAL**  
OCT. 10 & 11 FRIDAY & SATURDAY 10AM-9PM  
OCT. 12 SUNDAY NOON-5PM CARNIVAL & PETTING ZOO  
HISTORIC DOWNTOWN CADIZ, KY

Voted "Top 3" 2 years in a row as "Best Annual Festival" in Kentucky  
- Voted by the readers of Kentucky Living

**An entire weekend of FUN!**  
Money in the Haystack | Live Music | Food  
Unique Petting Zoo | Fun  
Quilt Show | Arts & Crafts Exhibits | Games  
Canning & Baking Exhibits | Vintage Car Show  
Carnival Rides | Horse Rides  
Fireworks | Children's Entertainment

Kentucky's Largest Country Ham & Biscuit  
Come for a Taste of the Past  
Come to Historic Cadiz, Kentucky, where hams are still cured the same way they were in 1820. Experience the flavor and smell the dry-cured ham... rich, warm & inviting.  
Cadiz, Kentucky... Discover the Charm  
For more information:

**Experience the South**  
Southerners love to celebrate their favorite foods and nowhere do folks like food or celebrations more than in Trigg County, Kentucky. For 37 years, visitors have been helping us celebrate our favorites. Famous and infamous have celebrated with us during the second weekend in October. This year the festival takes place October 10-11 with Carnival and Zoo on the 12th. Come help us celebrate!

**Come for the Country Ham**  
Country Ham is Trigg County's "claim to fame". On Saturday morning you can watch the world's largest country ham biscuit in the making and then take a bite for yourself. Enjoy over 200 vendors from all kinds of food to craft booths; antiques, carnival rides, petting zoo, games and Saturday night fireworks. Come sit, relax and listen to original music at the "WKDZ Renaissance Stage" while you eat a funnel cake, ham biscuit or other savory foods cooked here.

**Stay for the Hospitality**  
Come and enjoy the "county fair" feel on a larger scale. Hopefully this will bring back some fond memories. Stroll through historic downtown's antique and gift shops. Be sure and check out our "Award Winning" Quilt Show which is located at the Janice Mason Art Museum. We have our Trigg County Country Ham Festival Cookbook, T-Shirts and Christmas Ornaments for all to purchase as a nice keepsake of our southern hospitality.

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Please no pets except for those assisting the visually impaired

## DAYTON

**DAYTON FALL FESTIVAL**  
6th & Berry Streets  
2014

October 18th, 4pm-10pm

Local Art  
Food & Drinks  
Live Music by:  
The Ave. - Johnny and the Lugnuts

More info @ daytonky.com or www.facebook.com/DaytonKy

The Kentucky Museum and Heritage Alliance (KMHA) is accepting session proposals for next year's KMHA conference, to be held in Covington, KY, from June 15-16, 2015. Please see below and the attached document for more info

**PROPOSAL DEADLINE: January 15, 2015.**

Have you shared this link with your community?? *Your opinion counts! Help us develop Kentucky's State Historic Preservation Plan by taking this short survey:* <https://www.surveymonkey.com/s/KYpreservationplan> It is important that we have as much input as possible from your board, city/county officials, business owners, community members, and others. **Everyone needs to be involved!**





A well worn rug in Downtown Frankfort.

In addition to Small Business Saturday, Shop Local Kentucky is now in the process of obtaining a proclamation for shop local week in Kentucky the first week of December. I will send you more information as it becomes available. We are also working to have something for all Main Streets to use regarding a shop local theme. It will most likely be tied to the KHC theme of shop My Old



Kentucky Home,  
Shop Main Street.  
Info. Will be forthcoming asap.

A message from NMSC's Patrice Frey: You may have seen an e-mail in your inbox recently announcing a new partnership between American Express and the National Main Street Center on Small Business Saturday. We're delighted to be partnering with AmEx and hope that this is the beginning of a long-term relationship, connecting AmEx's small business support work to our fantastic network of Main Street coordinators and managers!

Our hope is that this small initial partnership may turn into a broader relationship over time, bringing new tools and resources to Main Street coordinators, managers, small businesses, and others in our family. But to do that, **we need your help in creating a strong showing of Main Street participation in Small Business Saturday!** Small Business Saturday has been a wildly popular effort by American Express to drive shoppers to small business on the Saturday after Thanksgiving each year.

In addition we are encouraging local Main Street directors to **become a "Neighborhood Champion" for Small Business Saturday.** (I shared this information with you a few weeks ago and suggested the ER committee might take on this project) Managers can sign up at [www.ShopSmall.com/Mainstreet](http://www.ShopSmall.com/Mainstreet). We hope you'll spread the word to your networks, including on social media.

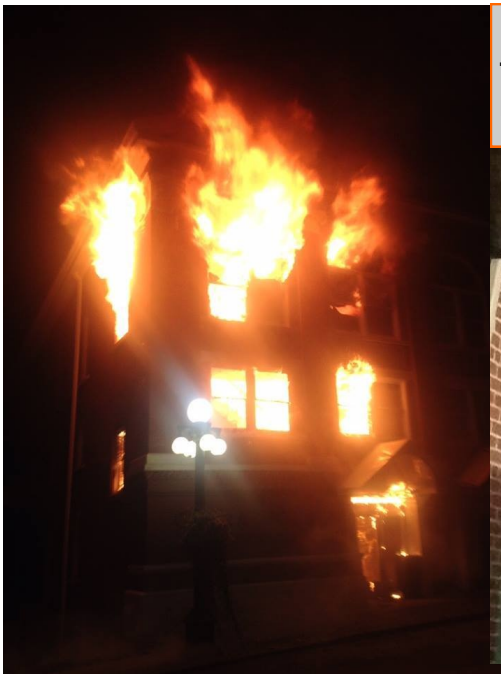
Here are a couple of messages you may want to use:

**Facebook:**

Be a Neighborhood Champion for Small Business Saturday! Take the lead in your community to help make this year's shopping

**Tweet:**

Be a Neighborhood Champion for Small Business Saturday! Plan an event to rally your community on Nov. 29: [www.shopsmall.com/Mainstreet](http://www.shopsmall.com/Mainstreet) #shopsmall



Fire has definitely not been kind to many of our Main Street communities this year! It started in Murray and then last week it was Williamsburg and now Harrodsburg!



Harrodsburg director, Julie Wagner posted on Facebook Friday: "Sad to learn our Southern Main Street anchor sustained a fire early this morning. This building was once City Hall, WHBN AM 1420 and more recently a place of worship." **Another Facebook post:** Officials are reporting that the building is damaged, but not destroyed. A positive word from what appeared to be a devastating loss. I saw it in person on Saturday afternoon and fortunately it is much better shape than the flames indicate. I also saw Julie and learned that they had just completed a restoration on Thursday. Sad news indeed.



Nearly two-thirds of holiday shoppers will browse online before going to a store to make a purchase.<sup>11</sup>

Find the perfect shoppers for your holiday sales with InfoUSA.

Call our marketing experts at 866.313.8192 or visit [www.infousa.com](http://www.infousa.com) today.

### News from Mary Lou in Lebanon:

One of my Main Street restaurants has applied for the Chase Grant and I need your help. They need to receive 250 votes by October 17th to be considered for the grant. If you would please go to [www.missionmainstreetgrants.com](http://www.missionmainstreetgrants.com) and vote for Henning's Restaurant I would greatly appreciate it. Thanking you in advance.

Be sure to include the 's in the name when you look for them on the voting site.

### Nominate a Business for the 2015 National Small Business Week Awards

Are you a small business owner with an amazing success story to tell? (You can tell it for them) If so, submit your nomination today for the [2015 National Small Business Week Awards](http://awards.sba.gov). Nominations are currently being accepted online at <http://awards.sba.gov>.

Bardstown has been recognized by Retail minded #retail101

### Our directors have had a busy week-end! Here are a few fun photos from the week-end!



The Local Traveler, Amy Hess, stopped in to do a show segment in Perryville! Main Street Director, Vicki Goode gave a great tour! Later Amy donned an early settler dress for a part of the show! <http://www.localtraveler.com/> (we love Vicki's t-shirt!)



Jody Robinson made a lovely zombie in Bellevue!!



Did you know that Julie Wagner, Harrodsburg is also an artist/crafter? She and her daughter, Allison had a booth at Perryville. Lovely cards, pillows, aprons, purses, & jewelry. Check in with Julie for your next purchase! She is pictured here speaking with a customer.



We found Santa out and about at the Chili Cook-off, the kick off event to the Festival of the Horse in Georgetown on Thursday evening. He's out of the workshop checking up to see if you've been bad our good! If you need to book him for an event let me know, I have his direct number at the North Pole!!!



I will be out on vacation October 10 - 18th. I will be traveling to New England

### SAVE THE DATE !!!

The Winter KY Main St. Conference will be held in Carrollton at General Butler State Park on Feb. 25-27, 2015 (We will be having a side trip to Madison, Indiana) More information will be sent to you the week of Oct. 20th!

on a bigger boat and checking out Main Streets in the northeast. If you need assistance please contact Mike Radeke or Jen Williamson.



The holiday season will soon be upon us! Here are a few facts to share with your ER committee and local businesses about trends for the season.

infoUSA®

# 2014

## Seasonal Trends and Fun Facts

### Did You Know ...



There are **21 people named Santa Claus** and 11 Kris/Chris/Christine Kringles living in the United States.<sup>1</sup>

Pet owners spend **\$5 billion a year** on holiday gifts for their furry friends.<sup>2</sup>



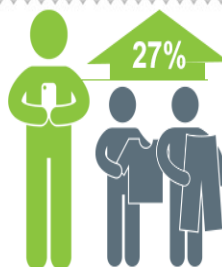
**1 in 3** HOLIDAY SHOPPERS believe buying gifts for loved ones is more important than sticking to a budget.<sup>3</sup>

Purchases made in November and December account for **20%–40%** of annual retail sales.<sup>4</sup>



The average American plans to spend **\$786** on holiday shopping.<sup>5</sup>

**62%** of consumers require a discount of **30%** or more to persuade them to buy an item.<sup>6</sup>



Consumers shopping on their smartphones spend **27% more** on holiday gifts.<sup>7</sup>

### Top Retail Tactics for Enticing Holiday Shoppers<sup>8</sup>

- 76%** Free Shipping
- 72%** Price Cuts
- 54%** Coupons
- 41%** Sales
- 3%** Limited Quantities



**45%** of shoppers say they would rather take **Twitter shopping** with them than their spouse.<sup>9</sup>

Nonprofits receive **more than a third of their charitable gifts** in the last three months of the year.<sup>10</sup>

